



2008 GLBT Economic Development Summit Agenda

9:00AM – 9:30AM Registration and Continental Breakfast

9:30AM – 10:45AM - Welcome and Opening Plenary

The Future of Economic Development in DC

Keynote:

Dr. Alice Rivlin, *Senior Fellow, Metropolitan Policy Program, Economic Studies Director, Greater Washington Research at the Brookings Institution*

11:00AM – 12 Noon – Breakout Sessions

Doing Business with the City: CBE Certification and getting on the Supply Schedule

This workshop is designed for business owners to get information about the benefits and requirements of receiving Certified Business Enterprise (CBE) certification from the District of Columbia government. In addition to CBE information, participants will also learn how to get on the DC Government's Supply Schedule.

Speakers:

David Gagan, *Director, District of Columbia Office of Contracting and Procurement*
John Videna, *Concerto Networks*
Jamaine Taylor, *Department of Small and Local Business Development*

Moderator: Darrin Glymph, *Orrick, Herrington & Sutcliffe LLP*

Mastering Media Relations

The more you know about earned and paid media the better you are able to integrate effective media strategies into your marketing and public relations plan. This panel is ideal for doing just that, as you will be learning about the media from the people working in media and those public relations professionals who harass them everyday.

Speakers:

Mike Conneen, *WJLA/News Channel 8*
Sean Bugg, *Metro Weekly*
Sommer Mathis, *DCist.com*

Moderator: Lynne Brown, *The Washington Blade*

If You Build It Will They Really Come?

There are a number of factors to consider in choosing a location for your business. In this session you will hear from knowledgeable sources on the next hot spots and development areas in the District. You'll find this to be an interactive guide to scouting out a location for your food or retail business, sizing up demographics and getting the help you need.

Speakers:

Susan Linsky, *Roadside Development, LLC*
Michael Stevens, *Capitol Riverfront BID*

Moderator: Steve Moore, *Washington Economic Partnership*

12 Noon – 1:00PM – LUNCH

1:15PM – 2:15PM – Breakout Sessions

Online Marketing 2.0

Are you unsure how to organize, focus, and plan your web based marketing? In this workshop you'll learn about developing the key components of an effective marketing plan. Presenters will pass along tips and tools that will help you do a better job reaching your audience.

Speakers:

Bruce Namerow, *Founder and President, Interactive Strategies*

Peter Corbett, *iStrategyLabs*

David Mariner, *The Center, Home for LGBT in Metro DC*

Moderator - Colleen Dermody, *Witeck-Combs Communications*

Managing the Business of Life

Your business partner is protected, how about your life partner? This and other questions about the financial and legal planning of your life in relation to your business will be answered in this session.

Speakers:

Susan Silber, *Silber, Perlman, Sigman & Tilev*

Mary Snider, *State Farm Insurance*

Tom Sheehy, *SunTrust Investment Services, Inc.*

Moderator: Steven Sushner, *District Title*

The Opportunity Maker: Networking for New Business

This session will highlight the importance of building and leveraging a network to grow your business and professional brand. Join the discussion as some of the Districts' pros offer tips, tricks and advice toward networking for new business.

Speakers:

Joe Kapp, *Lincoln Financial Group*

Mario Acosta-Velez, *Verizon*

Courtney Snowden, *The Raben Group*

Moderator: Vince Micone, *Partnership for Public Service*

2:30PM – 3:30PM – Closing Plenary

Building the Yellow Brick Road: Lessons Learned from Successful Professionals

Speakers:

Toni Collins, *RTC Relationship Marketing*

Melvin White, *Immediate Past President DC Bar Association*

Suzanne Goldstein, *Realtor and National Gay and Lesbian Task Force Board Member*

Moderator: Peter Rosenstein, *American Academy of Orthotists & Prosthetists*

3:30PM – 4:30PM – Networking Reception

Note: All materials and handouts from today will be posted to the Mayor's Office of GLBT Affairs website, www.glbt.dc.gov following the Summit.